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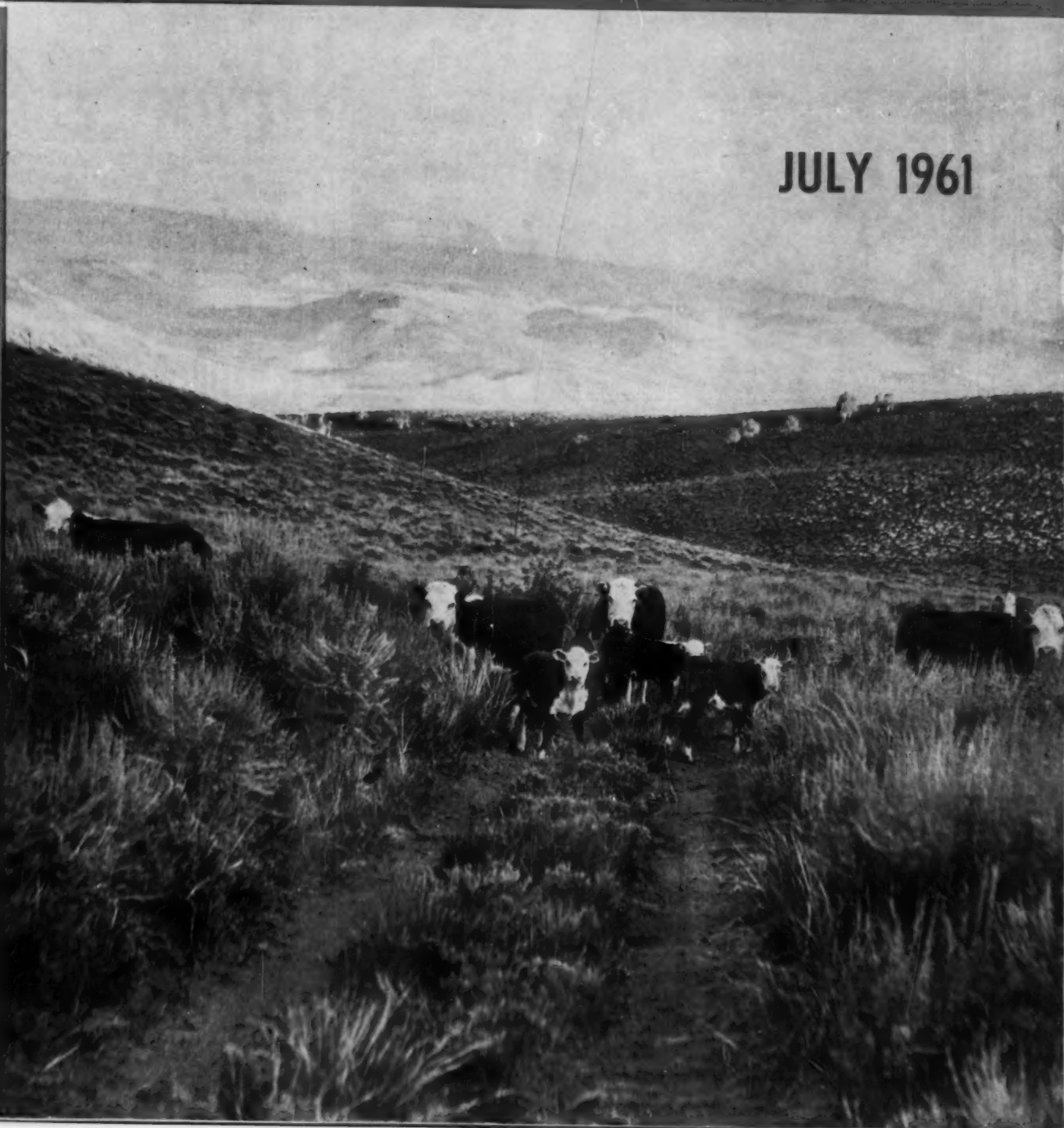
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Ideal Beef Animal*

FARM BILL

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• THE CATTLEMAN'S BUSINESS MAGAZINE

JULY 1961





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ALL-OUT CONTROL—Keep up the opposition to the Kennedy farm bill. Seems like they have to get control of the cow industry to keep their farm controls from being freed by a good example. Wouldn't it be great if a politician could be elected that was bright enough to solve a problem without government controls or spending lots of the taxpayers' dollars! We have fair moisture here, but to the north and east it is really short on both grass and water.—**Joe E. Hope**, Busby, Mont.

COVER PICTURE

Cattle in a valley of the high Gunnison (Colo.) country. Photo by Lyle Liggett.

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FRANKLIN PRODUCTS PROTECT THE STOCKMAN'S PROFIT

The Iron Is Still Hot

THE SENATE and House Agriculture Committees have struck out the major parts of Title 1 (the farm program) of the omnibus farm bills (HR 6700 and S 1643), but at press time there is so much jockeying being done with the legislation that it is impossible to say how it will eventually come out.

* * *

WE BELIEVE that at least part of the reason for the committees' balking action on these bills is the result of letters from the grass roots objecting to the original unprecedented plan for control of all agriculture. We believe the cattlemen have been an effective force in the defeat of the original bills, and the cattlemen are to be commended for it.

Many commentators are now saying that the committee action marks the end of the administration's grandiose farm program.

We have some doubts, though, that there will not be further attempts along the original line, attempts to include livestock in some kind of control.

* * *

THEREFORE, we believe it would be wise indeed for cattlemen to keep in touch with their representatives in Congress and not let up on their letter writing on this and other matters affecting our business. We believe it is necessary, while the iron is still hot, to continue to tell your congressmen about your stand for freedom to produce and freedom to market.

Not Too Early

EACH MONTH of 1961 brings America's major cattlemen's organization that much closer to the 65-year milestone. Requests for reservations are coming in fast for the American National meeting at Tampa, Fla., Jan. 24-27, 1962. The very locale is assurance of a good turnout of stockmen's families, and assures also that it will be a wonderful work-and-fun meeting. A feature is a post-convention cruise of the Caribbean. For reservations (due July 31) and prices, write Conventions Afloat, P. O. Box 2481, Tampa 1.

Communication by letter by wire and by telephone are a necessary part of our everyday life—but the face-to-face, personal kind of communication that the annual convention affords to members of the American National, its officers and staff and its friends is the best, the most democratic and the most practical way ever devised or “talking things over” and “getting things done.”

More Facts Needed

UNTIL WE LEARN more of how the present feed grains program is working we should not be in a hurry to extend the law for another year beyond its expiration date next March.

About all we know for sure about the program today is the number of farmers who signed up under it. We do not know how much it will reduce grain production. We do not know how much it will cut down surpluses. We do not know what the program will cost (although USDA has upped its estimate of cost from \$500 million to \$780 million). We do not know what effect it will have on feed grain prices. We do not know what effect it will have on the livestock feeding operator or the range livestock man.

* * *

THE IDEA of waiting to see how things come out

under operation of the law is sound. There is plenty of time to renew the legislation if such is found to be desirable. Before further action we should have at least some of the answers to the unknowns listed above.

The law was touted as emergency legislation and was purposely limited to a year's duration because no one knew just how it would work out. We still do not know, and the reason for the limitation is still valid.

* * *

WE NEED MORE FACTS about the workings of the program. Only time and experience can show whether it is wise to continue the law or not.

Don't Trust to Memory

CATTLEMEN are now well into the season of generally heavy use of agricultural chemicals. Their presence has come to be taken almost for granted, but if we stop to think about it, it would be hard to imagine what it would be like now to get along without these modern-day helps. Yet their continued use involves also a continuing sense of responsibility in seeing that it is indeed “use” and not “misuse.”

Carelessness does not, we know, enter into such a possibility. The thing we must guard against is any small chance of forgetfulness. Don't trust to memory when following instructions. Even the slightest lapse could prove costly—costly to profits—costly to the good name of an industry—costly in retardation (even if temporarily) of progress.

* * *

IF WE SEEM to belabor the point, we hope we are forgiven. The livestock business is big business. It caters to a demanding public in a vital way—through its food supply—and nothing must endanger that supply, directly or indirectly.

How less than 2¢ a week protects the cow and the calf and the year's profits



Your year's profit is tied up in the calf

ANY way you look at it, making sure you don't lose part of a calf crop because of vitamin A deficiency doesn't cost much.

Supplement with vitamin A and there's no need to worry about the amount cattle are getting when range or pasture gets dry and short.

You can supply enough vitamin A for less than 2¢ a week to make sure the cow gets enough to drop a healthy calf. That's more than 30,000 units of vitamin A per day.

And the problem could start right now from dry range or pasture. If forage is dry, research shows that by the end of the summer, shortage of vitamin A may be severe enough to cause abortions.

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Program leaders included (from left) Clifford Hansen, Jackson, Wyo., Dean E. A. Darlow, agriculture college, Oklahoma University, and Charles M. Quarre, Bakersfield, Calif.

SEARCH for TOMORROW'S IDEAL BEEF ANIMAL

Stockmen, Packers, Retailers, Scientists Present Observations

THE CATTLEMAN of today must be the most openminded individual of almost any vocation, Clifford Hansen told delegates to the Co-ordinated Beef Improvement Conference at Fort Collins July 7 in the opening address.

"He must not be a person who simply reacts to a situation. He must be one who acts. Although eager to apply the latest techniques and scientific discoveries, he also must be able astutely to analyze the so-called breakthroughs and new products and developments so that he can ascertain their true value in improving his own operation," he declared.

He said it would make no sense to come up with a recommendation for a beef animal which could not be handled profitably at all levels.

But he added that the conference is proof that the industry is "facing up to a responsibility in searching out the yardsticks, the tools and concepts of how to step up improvement of our product."

THE MANY PAPERS presented on the four subjects under consideration—breeding, feeding, carcass evaluation and marketing—read like an encyclopedia on how to select, breed, feed and sell the beef that comes off the range, and only a report properly catalogued and indexed could give the full account of the practical and scientific information presented.

ON THE BROAD SUBJECT of improvement through breeding, Dr. Robert M. Koch of the University of Nebraska said that the heritability of birth weight, weaning weight, cows' mothering ability and conformation are all high enough to indicate that considerable genetic progress can be made in all weaning traits simply by measuring these traits and selecting for them among replacement cattle.

"The heritabilities of post-weaning growth, including pasture and feedlot gains, efficiency of gain, final feedlot weight and slaughter grade indicate

rapid progress can be made by selection.

"The high heritabilities of carcass grade, rib-eye area and tenderness indicate that heredity is the key to improvement in beef carcasses."

Dr. Koch said that although the annual rate of genetic improvement in all productive traits may seem slow, the gains generally are permanent and accumulate from year to year.

HAROLD F. CROW of Kroger Company, Cincinnati, Ohio, speaking on "the beef carcass to merchandise," said that much progress has been made toward leaner choice cattle with high cutability, but progress is too slow. "Beef is losing ground," he said. "Today our poultry tonnage exceeds our beef tonnage in some areas."

He said that "in beef we have the most popular item, but we also have the most expensive item to process for the counter. On many occasions we have wanted to feature beef in our ads but we felt we could not afford to sell it because of the high processing cost compared to poultry, for example, and also the surplus fat that was left in our markets after a big sale."

"If your industry is to continue to grow," he said, "you will need to find a way to improve your product so that we can merchandise it competitively with other products, and points that need your attention are: (1) Improved selection of sires and dams; (2) improved feed conversion and fat distribution; (3) producing a 900- to 1,000-lb. yearling steer that is acceptable in cutability and will make a profit at this weight."

IN THE RETAIL MARKETING area, Dr. S. Kent Christensen of the National Association of Food Chains said, quoting a staff member of a commercial beef breeding research agency: "We hope to develop an animal which will be ready for slaughter at one year, weighing 1,000 lbs. yielding 60% plus, producing a carcass of consistent meat

conformation, furnishing a high percentage of trimmed retail cuts and providing desirable characteristics of tenderness, color, marbling and the like."

He recognized this as a complex series of characteristics, "but," he said, "fortunately research indicates the desirable genetic characteristics are highly heritable. It will take time and effort and study. However, once a break-through is made in developing sires with ability to transmit these characteristics to their offspring, we can use the technique of artificial insemination rapidly to upgrade the entire beef industry."

IN THE RANCHING end of marketing Joe B. Finley, Encinal, Texas, said it is better to sell your animals to a buyer who knows how well to feed your cattle. "He can then pay their full value without taking off something to hedge for some result that he does not contemplate," Finley said.

He said that the feeder should be certain that the mixture of his formula remains near constant "and in the best proportion with the basic feeds you have to use."

"Getting more for your beef cattle actually reduces itself to how well you give consistent service for the grade of product you produce," he declared.

ALSO ON MARKETING, Lee Dalton of Eaton, Colo., summarized as follows: "Try to avoid the gluts. Do not get panicky and dump cattle. Sell cattle moderately. Try to hit as many markets as possible in a year."

"Do not hold cattle that are ready to go unless you have a real good banker or know positively about the trend of the market."

"We should always be alert on the types and demands for beef. Markets in the future will have fewer severe slumps and should be more level. The one shot feeders are getting fewer."

"Feeders should watch for government reports on cattle on feed. These help a feeder to gear his operations so as to avoid the overproduction squeeze."

"The feeder should work more closely with the packer and know what his cattle are doing. Our problems are mutual because we are both trying to sell beef at a higher figure."

FROM A PACKER POINT of view, Kenneth Monfort, Monfort Feedlots, Greeley, Colo., said about the future:

"I believe that the majority of fat cattle will be bought on a dressed price. I believe the packer will break more and more of his cattle and send the cuts to the market where they are most in demand. I believe the packer will eventually look more realistically at how his own production affects his markets and will become more flexible in adjusting his kill to reflect those markets. I believe that more differential in quality of beef, in particular the cut-out value of the beef, will be used in marketing. I believe that in 20

years we will be handling 22 cattle for every one that we are now handling."

THE FINAL SESSION was made up of reports on the outcome of the several workshops. On breeding, George Ellis, Bell Ranch, N. Mex., reported that population growth, limitation of land for beef production and the need to keep costs down to meet competition are big problems the producer-breeder face.

The recommendation of his committee included:

Cattlemen must make more use of available research information.

Industry organizations should take the lead in sponsoring more progeny testing "for both production and carcass traits in order to identify productive cattle families" and give increased support to carcass evaluation in market cattle shows.

Emphasis should be put on: Basic genetics and physiology as related to efficiency of feed use and reaction to adverse environments; reproductive physiology; correlation between live animal and carcass characteristics; developing carcass specification to meet consumer desires; more precise determination of important traits, especially carcass characteristics and reproductive rate; determining genetic relationship among traits; evaluation of hybrid vigor; determining if different strains of cattle need to be grown for different geographic areas; improving methods of testing performance and finding optimum levels of feeding replacement bulls and heifers.

ROBERT BEECHINOR, Bakersfield, Calif., reporting for the committee on improvement through feeding, said the feeder generally strives for a choice steer carcass weighing 500-650 lbs. with minimum outside fat, marbling to grade choice, and minimum trim at warehouse and retail level; for heifers the figure would not be over 450-575 lbs. This means live weights of 1,050-lb. steers or less and younger feeder cattle, 650 lbs. down.

He said nutritional factors having the greatest influence on carcass composi-

tion and quality include: Roughage to concentrate ratio; energy to protein relationship; adequate minerals, especially phosphorus, and adequate vitamin A; recognition of nutrient requirements, including energy for different ages and breeding and environment; increasing energy level of ration as the animal

(Continued on Page 13)

ASSOCIATION NOTES

COLORADO

More than 450 persons registered for the June convention of the **Colorado Cattlemen's Association** at Grand Junction. They elected Robert Parsons of Weston president, succeeding Si Berthelson of Rio Blanco, and adopted a slate of more than three dozen resolutions. David G. Rice, Jr., of Denver, is the Colorado association's secretary.

Lyle Liggett of Denver, the American National's director of information, spoke of late developments on the wilderness bill.

Among the resolutions passed: a call for economy in government; a recommendation that government agencies purchasing private lands make annual payment of monies in lieu of taxes equal to the tax if such lands were on the rolls; a desire for a study of the effect of cattle feeding by packers, meat processors and food chains on the fat-cattle market; a request that Congress improve ranges on federal lands; an endo sement of the "prior-consent card method" for raising of beef promotion funds.

The cattlemen strongly opposed principles set forth in the proposed form bill as it pertains to the beef cattle industry; urged Congress to act to protect the livestock industry against excessive imports; protested any enlargement of national monuments or parks unless shown to be absolutely necessary; opposed the wilderness bill as a danger to multiple use of public lands.

In addition, they disapproved indiscriminate grazing reductions on the public domain and asked that Congress

enact legislation requiring all federal agencies wishing to withdraw more than 250 acres in any one block to be required to justify the action in public hearing; urged that federal funds be used only for initial brucellosis certification of an area; asked that public land personnel remain in one locality long enough to become familiar with local conditions; wanted a national reconsideration of the 16th (income tax) amendment; called for revision of Forest Service policy to give authority to local forest advisory boards in cooperation with local forest officials to adjust upward minimum grazing limits per permittee; want government agencies to cease predicting future market conditions, though continuing to issue market reports.

Jim Henry, chairman of the nutrition and research committee of the **Colorado Cattle Feeders Association**, has issued an outline of the proposed research program recently approved by his group, which will endeavor to cooperate with all interested institutions and individuals to produce a beef product for satisfaction of current consumer demands.

WYOMING

In their 89th annual meeting at Sheridan last month, more than 500 members of the **Wyoming Stock Growers** voted Ernest R. May, Jr., of Meeteetse into the presidency, succeeding Frank Mockler. Joe Watt of Moorcroft was named first vice-president, and the following are the new second vice-presidents: R. W. Spratt, Lost Cabin; W. E. Dover, Wheatland; Lloyd Van Deburg, Wilson. Robert Hanesworth of Cheyenne is the secretary-treasurer. The delegates selected Cody for their 1962 convention site.

Fred Dressler of Gardnerville, Nev., the American National Cattlemen's president, pointed to the need of flexibility in a free market, which would be jeopardized under the proposed farm legislation.

The list of resolutions adopted by the Wyoming stockmen was marked by a brevity unusual in such action. Only



Wyoming Stock Growers

Officers who will conduct the affairs of the association for the coming year include, left to right, W. E. Dover, Wheatland, and Lloyd Van Deburg, Jackson, second vice-presidents; Ernest R. May, Meeteetse, president; Joe Watt, Moorcroft, first vice-president, and R. W. Spratt, Lost Cabin, second vice-president.

two measures were enacted. One of these expressed the group's strong opposition to the administration's omnibus farm bill; the other called for federal legislation to provide that 90% of monies received in mineral royalties from the state's federal lands be used to construct and support public educational institutions, for road maintenance, etc.

All former presidents of the association were honored at the meeting and received service plaques.

ARIZONA and NEW MEXICO

The first annual convention of the Navajo Cattlemen's Association was held at Window Rock, Ariz., in May. About 160 of some 300 Navajo growers have joined the nine-month-old organization. The group's first president is Alfred Bowman, Tohatchi, who outlined a program for solving some of the membership's problems such as breeding practice improvement, bettering range management, marketing, legislation.

• • •

Resolutions passed at the quarterly meeting of the New Mexico Cattle Growers Association at Raton in late June opposed the omnibus farm bill, opposed federal aid to education and urged legislation to provide protection against "unrealistic and excessive imports of beef cattle, beef and beef products." Fred Stark, Deming, president of the association, presided during the two days of meeting. Roy Lilley, new association secretary, handled details.

NORTH DAKOTA

The North Dakota Stockmen's Association, holding its 32nd annual convention at Williston recently, re-elected James Connolly of Golden Valley president and Karnes Johnson of Sentinel Butte vice-president. Clair A. Michels of Bismarck is the secretary. The stockmen selected Bismarck as the site of their 1962 convention.

The resolutions adopted at Williston expressed opposition to any legislation that would restrict or limit competitive marketing of livestock; approved consolidation of a number of railroad lines serving the area; protested price fixing and monopolies possible under the feed grain program; declared the stock-growers' support of a law for the state which would allow ranchers and farmers to use corporations in owning and operating their businesses.

They urged further that income taxes be used to lighten the increasing burden of school operating expenses; stated strong opposition to Title I of the Omnibus Farm Bill; urged all marketing agencies to which prior consent cards have been presented to honor such cards and comply with the directives thereon; pledged continued support to the state and national beef councils.

The North Dakotans commended the Forest Service for an "intelligent and efficient approach" to the problems of the livestock industry; asked that all female cattle not calfhooed-vaccinated

to be sold or transferred in the state after Jan. 1, 1964, go to slaughter or quarantine feedlots only; voiced approval of the alternate method of recertification of brucellosis modified certified counties known as the market cattle testing plan; desired passage of the 23rd amendment concerning income tax. They opposed further acquisitions of tax-yielding lands in North Dakota for refuge purposes without official county approval; requested also that the federal Fish and Wildlife Service return 75% of rental monies collected from agricultural operations within a refuge to the county treasurer in lieu of taxes.

They called for enactment of S.1737 into law to protect the domestic livestock industry against excessive imports.

C. W. McMillan of Denver, executive vice-president of the American National Cattlemen's Association, was a programmed speaker.

NEBRASKA

Norfolk, Nebr., was the scene of the 72nd annual Nebraska Stock Growers' convention last month. For next year the cattlemen chose North Platte as their meeting place, and for the coming year they retained the current slate of officers: Chester Paxton of Thedford, president; Elvin Adamson, Nenzel, vice-president; Robert M. Howard, Alliance, secretary-treasurer.

Fred Dressler of Gardnerville, Nev., president of the American National Cattlemen's Association, discussed reasons for disapproving the proposed farm legislation that would involve the livestock industry. The association, in its resolutions, later called for specific elimination of cattle from the legislation, S.1643 and H. R. 6400.

In other resolutions, the Nebraskans asked Congress to enact legislation that would protect the industry against excessive imports of foreign meats and livestock; opposed any restrictive measures against free merchandising of livestock products; urged that brucellosis blood testing be left to individuals in compliance with certain regulations; called for support of the Nebraska



C. W. McMillan, Denver, executive secretary of American National (left), and Karnes Johnson, Sentinel Butte, N. Dak., first vice-president of the North Dakota Stockmen's Association. The picture was taken at that group's recent meeting in Williston by Millard T. Lund, chief brand inspector for the North Dakota Association.

Beef Council, the National Beef Council and the National Live Stock and Meat Board.

They further asked that all markets and direct buyers of cattle honor consent cards of individual producers; favored averaging of income for tax purposes over a five or ten year period and tax protection on voluntary retirement benefits for self-employed individuals; wanted labor unions to operate under controls and regulations in force for corporations and industry.

The Nebraskans recommended that the Packers and Stockyards Administration implement provisions of the amended Stockyards Act to full extent; called for full promotion of leather and asked the agriculture secretary to resist any attempt to set up embargoes on hide exports; suggested that provision and protection of wilderness areas be left to the agencies administering the lands.

• • •

The executive council of the Nebraska Stock Growers Association meeting recently in Norfolk made plans to form a member-a-month club, according to

Nebraska Officers

Officers of the Nebraska Stock Growers Association include (l. to r.) Robert Howard, Alliance, secretary; Chester Paxton, Thedford, president, and Elvin Adamson, Nenzel, vice-president. (Denver Record Stockman photo taken at the association's recent meeting in Alliance.)





South Dakota Leaders

South Dakota Stock Growers Association officers include (from left) Walter Crago, Belle Fourche, president; Merton Glover, Porcupine, vice-president, and Jack McCulloh, Rapid City, secretary. Photo taken at recent meeting of the association in Yankton.

Chester Paxton, president. To become eligible for the club, stock growers must sign up one new member a month. Prizes will be awarded to those making their quotas at the 1962 convention in North Platte. Co-chairmen of the membership committee are Calvin Coulter, Bridgeport, and Gaylord Wallace, Burwell.

TEXAS

The feeder division of the **Texas & Southwestern Cattle Raisers Association** on June 9 issued its first weekly Texas feedlot report. Information for the report is compiled by telephone each Friday morning from cooperating feeders in areas throughout Texas and a summary is mailed to members of the association's cattle feeders division that afternoon. The Texas organization has also initiated a 4-H awards program to club members and their coaches, who are honored for outstanding achievement in the beef cattle business.

The **Texas and Southwestern Cattle Raisers Association** has voted against the omnibus farm bill and commended House and Senate Agriculture committee members who voted against the bill. The action came at the association's board of directors meeting at San Angelo July 1. The members said they would re-apply for the association's present authority to inspect cattle shipped from or originating in Texas. This authority is slated to expire Sept. 1.

SOUTH DAKOTA

The administration's proposed omnibus farm bill was the object of strong attention when members of the **South Dakota Stock Growers Association** gathered at Yankton last month for their 70th annual convention. It also was a featured subject in the speech of C. W. McMillan of Denver, executive vice-president of the American National Cattlemen's Association, who warned that the attitude that "it can't happen to us" might lead stockmen into an unwanted farm program before they realize they are becoming enmeshed in

it if they do not battle strongly for a continuation of their traditional freedom from price supports, marketing quotas and supply controls.

The South Dakotans re-elected their incumbent president, Walter Crago of Belle Fourche, and vice-president, Merton Glover of Porcupine. Jack McCulloh is the group's secretary.

A special resolution stated the association's opposition to the form bill. Other resolutions called for repeal of the 16th (income tax) amendment; called for a declaration of independence from federal dependence; opposed federal aid to education; opposed legislation that would restrict or limit right to merchandise livestock; supported the aims of the National Beef Council.

Further, they called for investigation of methods used by chain stores in procuring beef for resale; wanted bovine females officially brucellosis-vaccinated and properly identified, regardless of age, to be allowed to move interstate; protested a move by Congress to "submit our Constitutional rights to the jurisdiction of the World Court."

OREGON and OKLAHOMA

The **Baker County Livestock Association** (598 members) at a recent

meeting in Baker, Ore., gave strong backing to the position of the American National in urging deletion of cattle from the farm omnibus bill. The cattlemen cited the difficulties under government regulations in OPA days, with disruption of cattle movement and the emergence of the black market in meat, and pointed out that they have "ridden the tide up and down" and have been able to finance their operations locally and even in wartime they had few failures. "Based on these facts," the cowmen said, "why tax the public to regulate a commodity that is self-supporting?"

The board of directors of the **Blue-stem (Oklahoma) Cattlemen's Association** have set a summer calf sale for Aug. 4 at the Pawhuska sales pavilion.

National Brucellosis Group Offers Certification Method

The National Brucellosis Committee, meeting in Chicago on June 23, recommended the following additional alternative method of certification "for discussion and ultimate acceptance by appropriate disease control authorities:"

"Using approved back tagging and market testing procedures, when 5% of all cattle 30 months of age and over in all herds in a control area have been screened annually for three years and level of infection is found to be below minimum official levels and an official vaccination program of an intensive level has been carried out concurrently, such procedures should be acceptable for official initial certification."

Cattlemen attending the meeting included Robert Laramore, Gillette, Wyo., chairman of the American National's Brucellosis Study Committee, and Bob Johnston, Fowler, Colo. Laramore will call a meeting of his committee to discuss the proposal and other matters the latter part of August or early September, prior to the meeting of the U. S. Livestock Sanitary Association meeting in Minneapolis in October.



South Dakota's Juniors

South Dakota's Junior Association officers include, seated, Marsha Crago, Belle Fourche, and Kaye Houck, Pierre; standing: Frank Dobesh, Belle Fourche, president as well as president of the National Juniors' group; Jim White, Oelrichs; Kirk Cordes, Elm Springs, and Marylyn Crago.

THE 'NATIONAL' At Work

AFTER the rather busy schedule of attending meetings of various kinds by officers of the American National, mid-July and later will afford a respite for those who have been "on the road" in behalf of the industry.

A rundown of recent and upcoming schedules includes:

President **Fred Dressler** of Gardnerville, Nev., was a speaker at the 1961 Livestock Marketing Congress in Dallas, Texas, June 21-24. On July 17 he was an honored guest at the 15th anniversary celebration of the Bureau of Land Management in Washington, D. C.

Cushman Radebaugh, Orlando, Fla., first vice-president, will participate in the beef cattle short course sessions at the University of Georgia, Athens, July 28.

John H. Guthrie, Porterville, Calif., chairman of the American National's marketing committee, and **J. C. Wetzler**, Phoenix, feeder committee chairman, were two of 17 livestock producers invited to meet with USDA officials July 27-28 in Washington, D. C., to discuss administration of the Packers and Stockyards Act.

Clifford Hansen, Jackson, Wyo., chairman of the ANCA transportation committee, was the keynote speaker at the Co-ordinated Beef Improvement Conference July 7-8 in Fort Collins, Colo. The ANCA, the Colorado State University and the Society of Animal Production were sponsors of the conference which delved into breeding, feeding, carcass evaluation and marketing problems.

Executive Vice-President **C. W. McMillan** has been in Washington several times the past month to confer on im-

portant industry problems. He recently attended the meeting of the Osage County (Okla.) Cattlemen's Association at Pawhuska, substituting for Oklahoma's Senator Kerr. He will attend the meeting of the Missouri Livestock Association at Columbia July 20.

Secretary **Dudley Campbell** was a speaker at the Performance Registry International at College Station, Texas, June 21-23. He attended the mid-year meeting of the Florida Cattlemen's Association, conferred with members of the American National convention committee about plans for the National convention in Tampa, Fla., Jan. 24-27, 1962.

Information Director **Lyle Liggett** spoke at the Gunnison County Cattlemen's Association meeting in Gunnison, Colo., and attended the meeting of the Colorado Cattlemen's Association in convention at Grand Junction in June and the annual meeting of the National Live Stock and Meat Board in Wichita, Kans.

Most of these officers and others attended the beef improvement conference at Fort Collins, Colo., and the general council and beef grading committee meetings in Denver in July. Some attended the secretaries' workshop at Estes Park.

MEAT BOARD MEETS

Aggressive promotion for individual meat species will be included in future activities of the National Live Stock and Meat Board, the meat industry's research, education and information agency.

This was the decision of the board at its annual meeting in Wichita, Kans., June 14-15. 32 representatives of 22 industry groups comprise the board. More than 500 guests attended.

Also called for was an increased bud-

get and establishment of separate industry advisory committees to aid the board in conducting its specialized promotion for beef, pork or lamb.

John M. Marble, Carmel Valley, Calif., rancher, was elected chairman of the board to succeed **A. G. Pickett** of Topeka, Kans., who was named vice-chairman. **Gene Gunter**, Wichita, was elected treasurer, and **Carl F. Neumann**, Chicago, Ill., was re-elected secretary-general manager. Newly elected to the board was **John B. Armstrong**, Selma, Ala., rancher, who joins **Marble** and **Carl Malone**, Choteau, Mont., as representatives of the American National.

Serving with the officers on the executive committee of the board were **Norman Moser**, rancher of DeKalb, Texas; **Charles B. Shuman**, Sullivan, Ill., president of the American Farm Bureau Federation; and **H. H. Corey**, Austin, Minn., representing the meat packing industry.

The board also considered a realignment of its previous position regarding collections of funds through "prior consent" cards, with monies going to a central agency for redistribution to various agencies.

The issue was raised when it was discovered that beef promotion funds collected on behalf of the board, including money collected on sheep and hogs, had not been sent to the board by officials of the Midwest and National Beef Councils. The board passed a resolution asking for immediate transmittal of the funds "in accordance with the desires of the signers" of the cards.

Feed Grain Program To Cost Couple of Million Extra

USDA estimated in a report to Congress that the emergency feed grain program will cost \$780 million, \$280 million more than forecast by the department when the program went into effect.



Election of officers and other executive committee members highlighted the 38th annual meeting of the National Live Stock and Meat Board in Wichita, Kans., last month. L. to r., **Charles B. Shuman**, Sullivan, Ill.; **H. H. Corey**, Austin, Minn.; **Norman Moser**, DeKalb, Tex., all re-appointed to the executive committee; **Gene Gunter**, Wichita, the new treasurer; **A. G. Pickett**, Topeka, Kans., vice-chairman; **John M. Marble**, Carmel Valley, Calif., and **Deeth**, Nev., chairman; **Carl F. Neumann**, Chicago, re-elected secretary-general man-

ager. **John Marble**, the board's new chairman, heads the American National Cattlemen's fact-finding committee. (Also representing the American National, but not in the picture, is **John Armstrong**, Selma, Ala., who replaces **Mark Knoop**, Troy, Ohio.) **A. G. Pickett**, immediate past board chairman, represents the Kansas Livestock Association; **Norman Moser** represents the Texas and Southwestern Cattle Raisers; **Charles Shuman** is president of the American Farm Bureau Federation.

THE PUBLIC . . . AND YOU

BY
LYLE LIGGETT

THE RASH of summer meetings of state cattle associations is now over. The committees have been named and the "organization" is complete.



Lyle Liggett

But what happens from now on until the next convention will determine whether or not your association will progress, prosper and serve. And it isn't entirely up to the hard-working secretary and office staff to insure that you return a year from now to hear that your dollars have helped to "make great strides" in solving some of your industry's problems.

It's up to you!

There isn't an association in existence that holds a convention that doesn't hear from committee chairmen something like this: "Well, we tried to get together, but there was so much going on we never had a meeting . . ." You've heard 'em. And you've no doubt been as pained as the next guy that another year has passed without action on the problems for which the committee was formed in the first place.

This isn't a problem, incidentally, of cattle associations alone. This apathy and inactivity extends into the lay organizations of our churches, our civic groups, our political parties and, of course, to other "trade associations".

THE HARDEST JOB of a new president is not to represent the association himself in the legislature, in industry meetings, etc. No, his hardest chore is to find competent, willing and **responsible** committee chairmen and members. Men and women who **will** serve, and not just allow their names to be added to the list.

A lot of committees are inactive because the office staff and the president don't find assignments for them. But this is a lack that can soon be rectified by a chairman—or individual members—who are sincerely seeking opportunities for service to themselves and their fellow stockmen.

It may be a platitude, but, really and truly, good, active committees are the life blood of an association . . . simply because an organization cannot long exist if it must depend upon the "volunteer help" of one or two individuals for any length of time.

IF YOU'VE BEEN ASKED to serve on a committee, now is the time really to prove that you want to help . . . and not just get your name on a list!

NEW LAB AT AMES

Included in the top list of animal disease to be studied at the new National Animal Diseases Laboratory at Ames, Iowa, are cattle diseases.

The recently opened laboratory will first study the following costly animal ailments:

Diseases of cattle—brucellosis, foot rot, enteric diseases (virus diarrhea), mastitis, pinkeye (infectious keratitis), respiratory diseases (shipping fever) and tuberculosis and paratuberculosis; diseases of swine—atrophic rhinitis, brucellosis, enteric diseases (transmissible gastroenteritis), hog cholera, leptospirosis, and swine erysipelas; diseases of poultry—chronic respiratory disease of poultry (airsacculitis of turkeys), fowl cholera, infectious bronchitis, Newcastle disease, and Salmonellosis; diseases of sheep—ecthyma (sore mouth) and foot rot.

The new laboratory, the most modern of its kind anywhere, consists of 33 buildings for basic and applied studies of the principal infectious animal diseases prevalent in the United States.

It is one of three major research centers for study of animal health. Operated by the USDA, the other centers are the Plum Island (New York) Animal Disease Laboratory for study of foreign diseases of animals and the Parasitological Research Laboratory at Beltsville, Md.

The laboratory is located on a 318-acre tract of land just east of Ames. When fully staffed, it will employ 500 persons. Director is Dr. William A. Hagen, former dean of the New York Veterinary College at Cornell University.

sity, Ithaca. A fifth of the staff are scientists schooled in modern research—veterinarians, bacteriologists, biochemists, physicists, chemists, virologists, pathologists, physiologists and others.

Three laboratories are the heart of the installation. Two of them are equipped for research on large animals and their reactions to specific diseases and one houses studies in which small animals are used. Other buildings reinforce the research or provide necessary services.

The list of animal diseases and disease organisms that will be studied first was drawn up after careful consideration of disease problems that have nation-wide importance or cause serious economic losses. In making up the list, USDA sought advice from producers, animal disease and regulatory officials, members of the department's research advisory committee, veterinarians and public health authorities.

Beef Cow Herds To Increase In Corn Belt Region

A. L. Neumann, head of the University of Illinois beef cattle division, believes beef cow herds will begin increasing in the Corn Belt and Great Lakes because the area needs more feeder cattle. New feedlots, increased size of present lots, switch-overs from cow herds and the heavy increase in feeding in the West (historic supplier of feeders for the Corn Belt) still have made feeder cattle scarce, he declared. The Southeast can still produce more feeder cattle, he said, but the Corn Belt and Great Lakes region must take up the slack. He believes there is little chance feeder cattle will become more plentiful for several years.



A research team at work in one of the 32 isolated laboratory units at the National Animal Disease Laboratory recently opened by the USDA at Ames, Iowa. From left, Technician Jim Hurdy, Bacteriologist Joe Songer and Technician Jim Rounds at work. The laboratory's staff includes research veterinarians and other biological scientists and physicists. They are aided by modern research tools such as high speed centrifuges, spin-freeze drying apparatus, irradiation equipment, an electrophoresis-diffusion instrument, spectrographs, ultrasonic generators and a powerful electron microscope. Goal of the scientists is to find ways to keep livestock free of diseases that USDA says now cause losses of \$1.4 billion annually. (USDA Photo.)

Interior Dept. Launching Series of Land Bills

The Department of the Interior has launched the first of a series of bills which it says will modernize and update the public land laws.

This first measure—HR 7788 introduced by Congressman Wayne Aspinall (Colo.) would authorize the department to sell tracts up to 5,000 acres to state and local governments for urban and business development. The bill also provides for bid sales of up to 1,280 acres to individuals and companies. The department says the amount of land sold might be a million acres over 10 years.

Under the bill "the Secretary may provide by regulation that . . . owners of lands contiguous to land offered for sale . . . shall have a preference right to buy the offered land at the highest bid price." The American National will at least insist that the word "may" in the above sentence be changed to "shall."

The bill gives the department authority to subdivide tracts and even make improvements for urban and business purposes—literally putting the department into the real estate business.

Another bill in the offing would have to do with "disposition of public lands considered to be chiefly valuable for agriculture." It would call for "payment for the lands under terms more in keeping with the value of the resources to be obtained in order to eliminate speculative interest in such lands."

A third proposal would modernize administrative procedures for exchanges of public lands.

A fourth measure would "revise and extend basic authority for the management of public lands under administration to the Bureau of Land Management," and give specific authorization "for the administration of balanced usage of such lands and for sustained-yield management of renewable range, forest and other resources."

A fifth bill would modify right-of-way laws.

A sixth proposal has to do with mineral reservations in connection with land sales.

BLM and FOREST NOTES

Acreage limit on public land acquisitions by states for parks, recreation sites, public buildings and other public purposes, is being increased from 640 acres to 12,800 acres in not more than six sites. After 1962 this increase will be cut to 4,600 acres involving not more than three sites. The regulations provide that the lands acquired for recreation and public purposes must be permanently dedicated for public use.

State and local governments in the public land states that agree to dedicate new parks for public use will be able to buy areas for \$2.50 an acre or lease them for 25¢ an acre a year. In the past, the payment was as high as 50% of the market value. During 1960 only 1,954 acres were set aside for parks under the program.

New regulations call for fees for rights-of-way over public land based on the "fair market value" of the lands

they cross, with charges not less than \$5 an acre a year. Currently there is a fixed charge of so much per mile per year for rights-of-way across public lands.

A 25,600-acre former machine-gun range in south central Nevada has been abolished. The lands, set aside during World War II, are no longer needed for training purposes. About 17,920 acres are in the Desert Game Range northwest of Las Vegas, with the remainder on the north edge of Las Vegas Valley in Clark County. The lands have value for grazing.

Gerald M. Kerr, range staff officer of the BLM, has been reassigned assistant director for range and forestry, and Luther T. Hoffman, BLM eastern states supervisor, has been promoted to BLM assistant director for operating services.

The Senate Appropriations Committee has asked the secretaries of Agriculture and Interior to start a program of range appraisal and inventory. The study will cover such matters as "better vegetative cover, water management and protection of the range." The program is to be conducted with existing personnel and in cooperation with state and local governments. Private users of public lands are also to be consulted. Commenting on the matter, Senator Henry Dworshak (Idaho) said that, "while this range appraisal survey is progressing, it would not be in the best public interest to be making adjustments in carrying capacity on ranges unless the range is being seriously depleted and eroded."

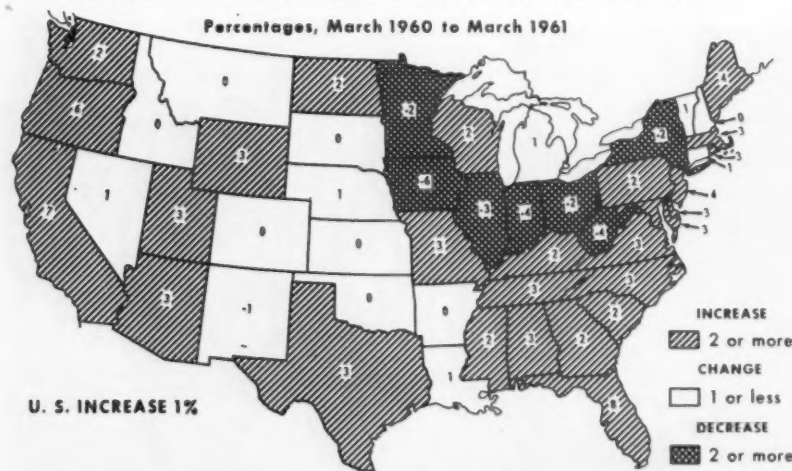
Grazing fee studies currently under consideration: One by Murray Morgan—compilation and summary of grazing fees and regulations on state lands; (2) study on economic aspect of grazing fees and their affect on the livestock industry by the Economic Research Service of USDA and three economists from the land grant colleges in Utah, Montana and Oregon; (3) study by the Bureau of the Budget as called for in the President's natural resources message—embraces all fees associated with public lands (Forest Service, BLM, Indian, Fish and Wildlife, National Parks, etc.); (4) study called for by Congressman Wayne Aspinall and apparently at a standstill at present.

Forest Service Branch Reorganized at Denver

The division of recreation and lands in the Denver regional office of the U. S. Forest Service has been split in two, making a new division of recreation and lands and a separate division of multiple use, soils and watershed management. Assistant Regional Forester Henry A. Harrison will be in charge of the first-named branch; Robert W. Gardner has been promoted to head up the latter two-way division.

CHANGE IN DOLLAR VALUE OF FARM LAND

Percentages, March 1960 to March 1961



Farm real estate values on Mar. 1, 1961 were about 1% above the year ago, and 2% above last November. The improved outlook for agricultural income in 1961 compared with last fall appears to be a major factor in checking the weakening in land prices that had developed in the central part of the country last year.

Although the prospective higher income from agriculture for 1961 provides some short-term support for an increase in land values, it does not greatly alter the longer term tendency for land values to reflect many influences other than net agricultural income. Realized net agricultural income since 1954 has ranged between \$11 to \$13 billion, yet prices of farm real estate have advanced by more than a third. As a result, the rate of return on current market values has declined in recent years. For the last two years, it has remained at around 3%.

Ideal Beef Animal

(Continued from Page 7)

grows (maximum energy used too soon makes for bark and less marbling, especially in the case of younger animals).

The report cited need for more information on the evaluation of feeds in the area of production and combining these feeds for maximum quality and profit. More information on cut-out value in this area is needed, too.

In turning out cattle yielding desirable carcasses, the feeder, the report said, needs the cooperation that gives him animals of the desired weight and quality and marketing outlets that permit slaughtering at optimum finish for the grade.

THE MARKETING COMMITTEE report, offered by Robert C. Kramer, of Michigan State University, suggested:

That the retail industry use more flexibility in pricing so that changes in live prices would be reflected to the consumer at the retail level;

That USDA, since retailers are doing a little more boning and trimming, should recognize a smaller yield and use a 75% factor of the weight delivered from the packer instead of 80%, and, on USDA work on costs and margins, it get weekend specials and prices included in the statistics rather than only early week prices;

That we must recognize the importance of meatiness and retail cut-out value of lean meat and that this meatiness be increased through breeding and testing. Packers, he said, are cooperat-

ing with ranchers and feeders by supplementing grower records with information from processing.

In research, the marketing workshop called for information, if possible, that will assist in knowing what the quality will be while the animals are still alive.

The committee wanted to know what is the most efficient way to produce the carcass the retailer wants; what will be the impact on the industry if there is a shift to marketing of lighter cattle?

Market-flow studies and more research on feed supplements were suggested, as well as inquiry into the possibilities of deboning and defatting at the packing level, thus reducing costs and getting more value out of trimmed fat.

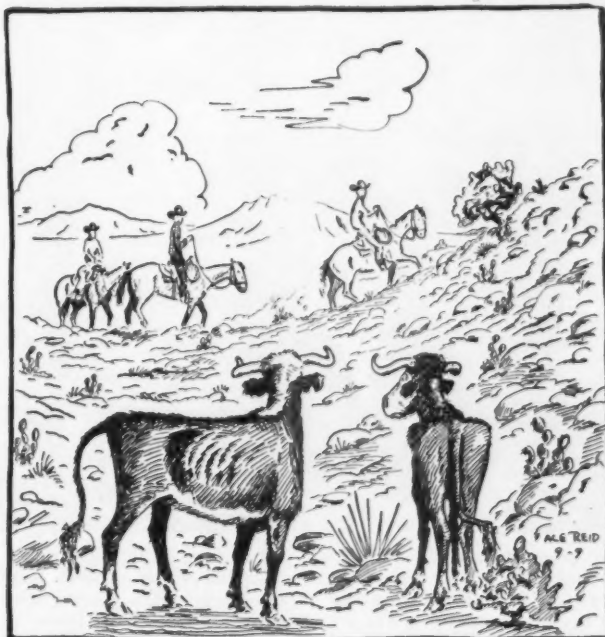
We need a standardized glossary of terms for the industry and identification of cutability in carcasses and live cattle, the committee said. Grading standards need to be looked at to see if they meet current needs, and we need more study as to when marbling starts in the live animal. We need to know what are beef's competitors at retail; whether breeders will be paid for improved sires and dams that produce meatability and high cut-out value.

THE CARCASS EVALUATION committee, reporting through Prof. Larry E. Kunkle of Ohio State University, recommended that we strive for "an efficient, good doing beast that may be born and marketed without wasted time or feed." Youth is a tremendous aid in this, Kunkle said. "A young carcass is likely to be tender, requires only small

(Continued on Page 20)

COW POKES

By Ace Reid



"What an economical breed — they thrive on hot weather, prickly pear and alkali water!"

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Giant Steel Tube Expanded Metal Rubbing Cable!
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Complete with set of figures 1 to 10, bottle of ink and full instructions, all for \$5.75 postpaid.

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Several kinds to select from. Write for prices.

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Brand-new, 2-color booklet with lots of pictures prepared by leaders in the beef cattle industry shows you how to win success with your beef projects regardless of breed.

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AMERICAN NATIONAL

Vol. 9, No. 7
July, 1961



CowBelle CHIMES



PRESIDENT—Mrs. W. F. Garrison, Glen, Mont.

PRESIDENT-ELECT—Mrs. Ray Claridge, Box 784, Safford, Ariz.

SECRETARY-TREASURER—Mrs. Jessie Shaw, Cardwell, Mont.

VICE-PRESIDENTS—Mrs. Chester Paxton, Thedford, Nebr.;
Mrs. Jack McClure, Belle Fourche, S. Dak.

EDITOR—Mrs. Dorothy McDonald, No. H-8, 303 N. 47th St.,
San Diego 2, Calif.

President's Message

In no other industry but the livestock industry are people from all sections of the country so hospitable and friendly. My husband and I have just returned home from a memorable convention tour—Montana, Wyoming, South Dakota, Nebraska and North Dakota. Surely triumph will be the fair reward for a class of people so congenial, hard-working and determined as the stock growers and CowBelles. We all will continue to enjoy the independence established by our forefathers in a democratic nation.



Mrs. Garrison

It is interesting and educational to observe the variety of schemes used to carry out the CowBelles' basic purpose of helping to further the welfare of our industry by better public relations and expanded promotions. You are all to be congratulated for your outstanding work. Many groups are fortunate in having the cooperation of the press, radio and TV. The importance of this cannot be measured. How lucky are the groups which have business organizations interested in sponsoring convention activities. Rapid growth in membership has made such a practice unfeasible, in many cases! Expressions of gratitude to sponsoring business organizations will be much appreciated.

To all the outgoing state officers: "You have well established your brand in CowBelle history". To all the newly elected state officers: "You have hard shoes to fill, but every effort and minute of time spent will be very rewarding. Best wishes for your success".

Busy days are ahead—at home with the harvest and in town with display windows, fair booths and shows. For those working in town, Mrs. Jack McClure, Belle Fourche, S. Dak., Beef Promotion Chairman, has helpful materials for you—materials which show our product, beef, as year-around choice. Don't miss an opportunity to present CowBelles and beef as a friend.

Secretary Jessie Shaw has just returned home from a well-earned vacation. She is literally swamped with memberships. She says, "It's unbelievable". Can this be a continued result

of part of last year's goal, "Double the Membership"? Welcome, all, to an organization you can belong to with pride.

Azile Garrison.

3rd PR CONTEST

For the third year, the American National CowBelles are sponsoring a public relations contest. It is open to any local or state CowBelle, cattlemen's or junior cattlemen's group and to individuals in the industry.

In the past this contest has served to stimulate much interest in the types of public relations programs that all of us can carry out. The purpose of the contest is to give recognition and publicity to outstanding projects in developing better public understanding of the cattle industry and of the people who comprise the industry. We are very much interested in those programs which are simple and practical and which can be adapted in other communities. We'd like to point out that beef promotion programs will be judged solely on their accomplishments in bettering public understanding of the industry, not the product!

All state PR chairmen have received entry forms for this current contest. Although the deadline is Nov. 15, it certainly isn't too early to begin thinking about entering your project. You have time this summer and fall to conduct a project which will help your neighbors know and understand you better. We urge the state chairmen to contact their local groups with information about this contest, and to see that there is local publicity. If you would like more entry forms, they can be obtained from the Denver office.

Good Luck!—**Lois Claridge**, Chairman, Public Relations Contest.

NOMINATIONS

Attention, all state presidents, vice-presidents, or secretary-treasurers: Will you kindly send me or my committee names of National CowBelle members in your state who you feel are qualified for National CowBelle offices in 1962? Let's get started early so we may do a good job of selecting. I shall file these suggestions and take them to Tampa;



Idaho Governor Robert E. Smylie received a large rolled beef roast from the Idaho CowBelles as he signed a proclamation for "Beef For Father's Day" on June 18. Standing, left to right, during the ceremony are Mrs. Garth Eckert, Boise, chairman of the Idaho Beef For Father's Day Committee of the Idaho CowBelles; Mrs. Joe Webster, Horseshoe Bend, president of the Idaho CowBelles; Mrs. Helen Beck, Boise, public relations chairman, and Mrs. Rich Cornell, Jr., Mt. Home, member of the Beef For Father's Day Committee.



Nat'l CowBelle President Mrs. W. F. Garrison, Glen, Mont., (left) poses with Nebraska CowBelle officers. From left, seated, are Mrs. Martin Vierson, North Platte, past president; Mrs. Robert Clifford, Atkinson, president; (standing) Mrs. Garrison; Mrs. Bill Schaffert, Dalton; Mrs. Richard Phipps, Mullen, and Mrs. Everett Brown, Valentine. (Record Stockman photo.)

with the other four members of this committee we'll make a thorough study and selection. In order to keep our fine organization growing and progressing, we need the best of leadership, which in turn means giving of considerable time, energy and funds for the very best in our industry.

Please send only names of candidates with the best of qualifications who will have the time needed to put into this, the finest organization of its kind.—**Mrs. J. Oliver Teigen**, Chairman, Capitol, Mont.

The other members of the nominating committee are: Mrs. Fred Dressler, Gardnerville, Nev.; Mrs. J. E. Browning, Willcox, Ariz.; Mrs. Clyde King, Boulder, Utah; Mrs. Charles E. Ratcliff, Routhlands, Natchez, Miss.

FARM-CITY WEEK

All state CowBelle public relations chairmen have received a bulletin from the publicity and special events committee of the National Farm-City Committee giving pertinent information concerning the 1961 observance of Farm-City Week in the United States and Canada. These were sent through the courtesy of Lyle Liggett, a vice-chairman of this national committee, and I would like to urge all state PR chairmen to give this some serious thought and do all they can, anywhere they can!

The dates of Nov. 17-23, 1961, have been set for this observance which is a week-long series of events aimed "to bring about better understanding between the urban and rural segments of society; to increase the knowledge and appreciation of each for the American (Canadian) way of life; and to recognize that Thanksgiving Day symbolizes America's awareness of, and gratefulness for, the bounty of nature and the strength of her man-made institutions."

Observances will be primarily local in character, but are directed by the National Farm-City Committee which is made up of representatives of 150 businesses, industries, farm, professional, trade, church, youth and service groups, educational institutions, governmental agencies, publishers and broadcasters. For the seventh consecutive year Kiwanis International is serving as "co-ordinating agency" and in some communities this club will spearhead the observance, but in many others the observance will be under the direction of farm or youth groups, etc.

Each year this symbolic observance gets bigger and better because more folks see the opportunities to tie in better local, county and state public relations. Let us support this program wholeheartedly to create a cumulative impact in which we can all benefit, remembering that "As ye sow, so shall ye reap."—**Lois Claridge**, Public Relations Chairman.

THROUGH A Ranch House Window

Fewer than usual have been the letters to cross my desk this month, but in these langorous early-July days who has the inclination to write letters? Especially ranch women, for with extra hands to feed at haying time and all the quick-trips-to-town-for-spare-parts-for-the-equipment that seem to fall to the distaff side of the family, who has time to write? Only those of us, I guess, whose Ranch House Windows look out upon memories. But if your windows open upon the vista of your own land, and let in the whirr of mowing machines and the thump-thump-thump of the baler, visiting via letter is just one of the things that has to wait.

Just please remember we are waiting and when the day comes when you return to CowBelle and community affairs instead of strictly ranch chores, we like to hear about your activities.

The larger our organization grows, and the more widely we are dispersed across this wide land, the more important it becomes for us to keep in touch. It is our hope that plans hatched at the General Council meeting this month, plans designed to keep you in closer contact with your National CowBelle president, will serve this purpose. I know that many of you read our monthly President's Message first of all and consider it the most valuable item on these CowBelle pages. It may well be we can make those messages even more a direct link between our National officers and each individual CowBelle. We hope so!

* * *

I note that among three distinguished alumni honored by the Friends University of Wichita last month was our first president of the CowBelles, Mary Louise Lynam. Both Mrs. Lynam and her husband, Oliver, who passed away in 1958, were 1914 graduates of this fine school. The university bulletin cites their outstanding leadership in the college endowment program, their prominence in the cattle and general farming business, and Mary Louise's musical abilities and the contribution these have made to her community. It seemed plain that her alma mater is as proud of our first lady, and as fond of her, as are the CowBelles.

* * *

State and county fair season is upon us again. Do please remember we'd like a report and a picture, if possible (a picture is worth a thousand words) of your fair booth and what impact you were able to make, beef-promotion-wise, on the fair-going public in your area. The ideas that worked for you this season may be just what some other CowBelle organization could use next year.

* * *

We have two wonderful beef recipes

BEEF POSTERS READY

Mrs. Jack McClure, Belle Fourche, S. Dak., national beef promotion chairman, reports that the new CowBelle beef poster is ready. Called "Beef for All Occasions", it is to be ordered through National Beef Council, Box 292, Boulder, Colo., at 20 cents each for quantities less than 100, \$19 per 100, \$180 per thousand. Make checks payable to American National CowBelles.

to share with you this month—a different and delicious stew from Alabama and a Louisiana youngster's prize-winning Swiss steak, with just that extra touch that made it a winner.

The first, Armstrong Stew, is the specialty of Mrs. John Armstrong of Day's Bend, Ala. Wife of a director in the Alabama Cattlemen's Association and a former vice-president of the American National Cattlemen's Association, Selma Armstrong is a member of the Autauga County CowBelles. She says this is a dish she enjoys serving to large crowds; I tried it on just a family gathering and found the proportions given here served 10 people generously, with a bit left for a Shepherd's Pie next day. I finished and served it in a great flat Mexican earthenware bowl, and it was a very handsome as well as a delicious meal. A tossed green salad and fat red strawberries piled in scooped-out melon halves completed the menu . . . and no one complained about either the quality or the quantity.

ARMSTRONG STEW BY MRS. JOHN ARMSTRONG

- 2 Tbsp. shortening
- 2 to 3 lbs. lean beef cut for stew
- 3 cups cold water
- 1 cup diced carrots
- 1 cup peas
- 2 bay leaves
- 1 medium onion, chopped
- 3 medium potatoes, cubed
- 1 cup baby lima beans
- 1 cup diced celery
- 12 peppercorns

Salt and pepper to taste

Melt fat in heavy skillet. Add onion and cook until transparent. Remove. Brown meat in onion-flavored fat. Add water, bay leaves, salt and pepper. Cover and simmer until meat is tender, about 1½ hours. Add a bit more water during cooking, if necessary. Add vege-

tables according to their cooking time, so they will be barely cooked but not mushy by the time the meat is tender. You may also vary the flavor at this stage by adding a bit of Worcestershire or A-1 Sauce, a bit of Tabasco Sauce, a sprinkle of thyme, rosemary and marjoram, or 4 Tbsp. sherry wine.

While meat is cooking, prepare the following gravy:

- 2 Tbsp. shortening
- 1½ cups milk or meat stock
- 1 small can buttered mushrooms
- 2 Tbsp. flour
- 1 can Cream of Mushroom soup

Melt shortening in skillet, blend in flour, cook over low heat until fairly brown. Gradually stir in milk or meat stock, cook until thickened. Stir in soup, undiluted, and mushrooms. Pour over meat and vegetables, mix thoroughly but lightly.

TO SERVE: Ladle meat, vegetables and gravy into a large casserole. Sprinkle with 2 Tbsp. brandy. Make a biscuit dough from your own recipe or from a mix (I used a standard three-cups-of-flour recipe, using an extra tsp. of salt and 2 extra Tbsp. of shortening). Roll dough about ½ inch thick, cut out biscuits, set closely on the hot stew and bake in hot oven, 400 degrees, until biscuits are lightly browned.

Carolyn Giles' recipe that won first prize in the recent beef cooking contest sponsored by the Calcasieu and Jeff Davis (Louisiana) CowBelles adds just one extra ingredient—raisins—to the all-too-familiar Swiss steak recipe we all know so well. But what a difference that one ingredient makes! Though my husband usually does not care for any meat-and-fruit combination, he had to admit he couldn't remember when he had enjoyed a Swiss steak more. I served it with mashed potatoes, hot rolls, raw carrot sticks and fresh fruit in grenadine to serve as both a salad and dessert.

SWISS STEAK A LA CAROLYN GILES

- 1 Beef round steak, cut 1 inch thick
- 1 tsp. salt and ½ tsp. pepper
- 1½ cups canned tomatoes
- 1 cup sliced onion rings
- ¼ cup raisins
- 2 Tbsp. flour
- 2 Tbsp. fat
- 1 minced clove garlic
- 1 stalk celery, diced

Trim excess fat from round steak. Combine flour, salt and pepper. Dredge meat in flour mixture. Brown on both sides in hot fat in heavy skillet. Add other ingredients. Stir well. Cover and simmer until tender, about 1 hour.

And so . . . good eating and good evening to you all.—D.M.

CONVENTIONS

The Florida CowBelles held their first annual convention in Clewiston, June 14-16, at the time of the mid-year Florida Cattlemen's convention. Since its beginning in October of last year, this group under the leadership of the president, Mrs. Bob F. Deriso, has been growing at a phenomenal clip. As of June 7 (see Here and There with the CowBelles) there were five locals as well as the state group—but by this time there may be one or two more.

Headquarters for the CowBelles was the Clewiston Inn, with registrations beginning early on Wednesday, the 14th. In addition to the usual FCA planned entertainment for the ladies, there was a CowBelle directors' meeting and a CowBelle breakfast and business meeting. The meeting took up final plans for Father's Day, a discussion of the new Roundup of Beef Cookery, general beef promotion activities and preliminary discussions regarding hosting the 1962 National CowBelles convention.

The Nebraska CowBelles convened in Norfolk, June 7-10, with headquarters at the Hotel Madison. Following an executive board meeting on the first evening, on Thursday there was a breakfast for all CowBelles and Stock Growers in the Hotel Madison ballroom; this was sponsored by Col. Charles Corkle of Norfolk. Later, the CowBelles held their annual business meeting. The evening was spent at a buffet.

On Friday the CowBelles held their annual luncheon. Arrangements for this event were made by Mrs. Charles Corkle and it was sponsored by Nixon and Company of Omaha. In the afternoon most CowBelles attended the general sessions of the Nebraska Stock Growers meeting, and they joined the menfolks that evening for a social hour, banquet and dance.

Saturday morning the CowBelle executive board and officers met for

S.D.CB's

South Dakota CowBelle officers include, from left, Mrs. Inez Olson, Ludlow; Mrs. Joan Jarvi, Prairie City; Mrs. Ethel Ferguson, Philip; Mrs. Helen Ham, Piedmont; Mrs. Della Crago, Belle Fourche; Mrs. Don Smith, Ridgeview, and Mrs. Fern Carr, Valentine, Nebr.



breakfast and to outline plans for the coming year.

• • •

The North Dakota CowBelles held their annual convention in Williston, June 11. Mrs. J. L. Connolly, Golden Valley, the president, presided. Mrs. J. W. Tyler, Bismarck, beef promotion chairman, gave a report of activities.

Registration was handled by Mrs. Dave Robinson, Coleharbor. At a Monday afternoon tea, Mrs. John Hanson, Bowman, past president of the North Dakota CowBelles, and Mrs. Connolly poured.

CowBelles enjoyed a steak and fried potatoes breakfast Tuesday through the courtesy of the ND Mill and Elevator, Grand Forks. Mrs. Alma Oehlers, the firm's advertising manager, was made an honorary member of the ND CowBelles. Mrs. W. F. Garrison, Glen, Mont., president of American National CowBelles, Inc., was a guest.

At the annual business meeting the following were elected:

President, Mrs. J. W. Tyler, Bismarck; 1st vice-president, Mrs. Cal Foss, Valley City; 2nd vice-president, Mrs. Garvin Jacobson, Alexander; secretary, Mrs. Walt Neuens, Bismarck; treasurer, Mrs. Glen Neidlinger, Hampden.

Directors: Mrs. Joe Milton, McLeod; Mrs. S. T. Iverson, Hampden.

Hold-over directors include: Mrs. Louis Signalness, Watford City; Mrs. Harry Kruger, Sidney, Mont.; Mrs. Martin Weekes, Raleigh; Mrs. Brooks Keogh, Keene; Mrs. Max Dahl, Chaffee.

Mrs. Garrison spoke at the CowBelles luncheon. Miss Matilda Towne, public relations, General Mills, spoke on "Pictures to Tease the Palate".

All floral arrangements were furnished through the courtesy of Northwestern Federal Savings and Loan Assn. Mrs. W. S. Davidson, Sr., and Miss Gen Hagen, both of Williston, were in charge of convention arrangements.—Mrs. Lyle Dawson, publicity chairman.

Here and There With the Cowbelles

ALABAMA

The CowBelles of Alabama met in all 30 of their organized counties during April and May to map out a "Beef for Father's Day" campaign that included distribution of beef place mats to restaurants, posters, menu clip-ons, TV and radio programming, newspaper stories, the giving away of "Bits of Beef" in grocery stores, and publicity on their own prize-winning recipe. (See elsewhere on these pages.)

CALIFORNIA

In accordance with the provision of the new by-laws, three members of the board of directors were appointed by California CowBelle President Mrs. Russell Peavey to the executive board to serve with the state officers and the junior past president. They are Mrs. John Tregoe, president of Monterey



CowBelles; Mrs. Leroy C. Kaufman, Sr., president of San Joaquin-Stanislaus CowBelles, and Mrs. C. A. Holcomb, president of San Diego CowBelles.

• • •

The Santa Clara (Calif.) County CowBelles held their June luncheon-meeting at the San Jose Country Club. Guests were members of the San Benito County CowBelles. The following officers were installed by Mrs. George Breger: Mrs. George Scovel, president; Mrs. Ike Chism, vice-president; Mrs. Richard Barrett, secretary; Mrs. Theo Hansen, treasurer; Mrs. Maurice O'Connell, publicity; Mrs. Andrew Arzino, sunshine secretary; Mmes. William Parks, Jim Wright, Harold Baird and Ben Ferry, directors. Mrs. Barrett reported that the "Beef for Father's Day" was a huge success. A beef roast was given to the parents of the first baby born in Santa Clara County on Father's Day.

Mrs. Maurice O'Connell

COLORADO

Western Colorado CowBelle Council met in New Castle May 11 with Holy Cross CowBelles as hostesses. During the legislative report, the wilderness bill was discussed. It was pointed out that all groups interested in the development of our natural resources oppose the bill.

Mrs. John Raber reported on the Beef for Father's Day material received by the council. Letters were read from the La Plata and Southwestern CowBelles who, because of geographical location, hope with other groups to form a council in that area. It was voted to send \$50 to the National Beef Council for beef promotion. A beef luncheon and entertainment program concluded the meeting.

• • •

The May 13 meeting of the Fremont County CowBelles was held at the home of Mrs. Tom Coleman, with Mrs. R. B. Robb, the president, presiding. Committees for the Royal Gorge Rodeo festivities were appointed. The float committee chairman is Mrs. Preston

Steele, and Mrs. Claude Moore has charge of the rodeo queen contest. The queen will be given a trophy and her attendants will receive plaques from the CowBelles. Refreshments were served by Mrs. Bob Shoemaker, Mrs. Lillian Howard, Mrs. David Nash and Mrs. George Green.

On June 3 the group met with 23 members present. Hostesses were Mrs. Eric Freek, Mrs. Carl Dille, Mrs. Oscar Ireland and Mrs. W. M. Fansher. Discussion included the national public relations contest for 1962 and a report on the Beef for Father's Day program.

Mrs. Tom Coleman reported that Miss Kathy Dierks had been selected queen to reign over the rodeo on July 8. She and her two attendants will receive trophies from the CowBelles. It was voted to sponsor the breeding beef trophy for the 4-H fair again this year.

FLORIDA

The state's fifth county group, the Pinellas CowBelles, was organized in Largo on June 7 with special guests Mrs. Bob F. Deriso, president of the state CowBelles, and Mrs. Nelson Barker, state publicity chairman, present.

After a covered dish supper shared by their cattlemen husbands, the ladies opened their meeting with Mrs. William Roscow acting as temporary chairman and Mrs. J. W. Johnson as temporary secretary.

Officers elected to serve during their first year are Mrs. W. A. Sall of Clearwater, president; Mrs. William Roscow, Largo, vice-president; Mrs. Charles Murphy, Largo, secretary-treasurer.

LOUISIANA

Officers of Louisiana CowBelles' newest group, the Concordia CowBelles, include Mrs. L. R. Alwood, president; Mrs. Nolan Rabb, vice-president; Mrs. W. C. Gibson, secretary-treasurer, all of Ferriday. At the organizational meeting on Apr. 25, Miss Chloe Hebert, state president, was guest speaker. Special guests were Mrs. Agnes Tanner, a member of the state beef promotion committee, and Mrs. Lydia Abshire of Abbeville, chairman of the beef cook-

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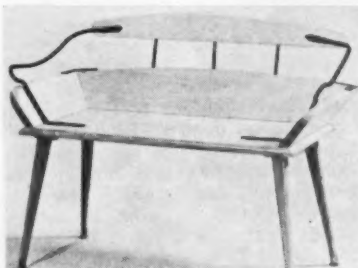
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ery committee. On May 2 the executive committee met at the Lake St. John home of Mrs. Alwood to discuss a proposed constitution and by-laws.

Carolyn Giles, daughter of Mr. and Mrs. Sammy A. Giles of Maplewood and a Sulphur High School senior, was named winner of the beef cooking contest sponsored by the Calcasieu and Jeff Davis CowBelles and the cattlemen's association. Her winning recipe was for Swiss steak. Carolyn Yochim, daughter of Mrs. and Mrs. E. L. Yochim of Welsh, won second-place award.

NEBRASKA

Dr. Auguste Cruz of Norfolk was named king of Nebraska outdoor chefs at Ak-Sar-Ben field in Omaha in the finals of the state steak-out contest sponsored by the Nebraska CowBelles in cooperation with state Chamber of Commerce groups to promote beef during May. Prior to taking championship honors in competition with the top back-yard chefs of some 15 Nebraska communities before a good-sized crowd of onlookers, Dr. Cruz headed the "boneless cuts" division. Finishing second in this category was Joe Welsh, Jr., Ogallala, and third place went to Jack Linder of Broken Bow. First place in the steak division went to Mrs. Roger Lindquist, Norfolk, with Arlo Oakland of Valentine second. Top award for roast beef was won by Tommy Thomssen of Grand Island, with Wilbert Bogus, North Platte, second. Finishing on top in ground beef competition was Heinz Rohde, Omaha, with second place going to Ken Regan of Norfolk.

Each of the division winners received 30 pounds of boned and trimmed beef contributed by the Omaha National Bank and the Omaha Chamber of Commerce, and a tooled leather zipper case from the Nebraska Stock Growers Association. Dr. Cruz, as top winner, also received a tooled leather wall plaque from the Sandhills Cattle Association.

Second-place winners received tooled leather album notebooks from the Nebraska Beef Council, and third-place winners \$10 beef certificates from the Nebraska CowBelles.

On May 3 a representative group responded to an invitation of the Kilgore CowBelles to a membership promotion tea at the Kilgore School, with over 60 guests registered. After a program that featured western music, Mrs. Edward M. Arnold, Mrs. William O'Kief and Mrs. Everett Brown of Valentine, public relations chairman of the Nebraska CowBelles, addressed the group. Mrs. Howard Luther and Mrs. Jim Adamson presided at the tea table.

OREGON

The Grant County (Ore.) CowBelles named Joe C. Oliver of John Day as the Grant County "Father of the Year." Mrs. Florence Lemcke, contest chairman, presented Oliver with a hat in honor of the selection. President of the Grant County Group is Mrs. Janice Officer.

Breed Notes

ANGUS ASSN. ANNOUNCES INCREASED PRIZES FOR DENVER

Exhibitors of Angus bulls in the National Western Angus Bull Sale at Denver, the only auction sponsored by the national Angus organization, will receive increased premiums on winning animals at the 1962 show. The list now totals \$3,000; the champion pen of three bulls will take \$300, the reserve champion will be worth \$200, first prize in each of the four classes is \$100. The bulls will be judged on Jan. 14 and sold on the 16th.

In last year's sale, also held during the National Western Stock Show, 327 bulls sold for an average of \$713.

SANTA GERTRUDIS PUREBREDS SHOWN IN OHIO FIELD DAY

At a recent field day in Troy, Ohio, many Corn Belt cattlemen saw purebred Santa Gertrudis steers for the first time and had their first taste of Gertrudis beef. One of the hosts was Mark Knoop, the owner and feeder on whose farm the animals were displayed. Tobin Armstrong, who ranches at Armstrong, Tex., offered a brief description of the development of the breed.

CALLAN SALE IN TEXAS MOVES 86 SANTA GERTRUDIS

In the annual Callan Ranch summer Santa Gertrudis sale at Waco, Tex., last month, 86 beef animals were auctioned for a total of \$36,645, averaging \$426. 18 bulls brought \$8,005 for a \$445 average; 68 heifers and cows, some with calves at side, sold for \$28,640 to average \$421. The top bull price was \$1,075 and the top female mark was \$925. The animals were sold in range condition.

NEW MEXICO STATE FAIR OFFERS RECORD PREMIUMS

The largest premium offering in the history of the New Mexico State Fair—more than \$113,000—will go to winning exhibitors at the 1961 event, Sept. 14-24. Beef cattle premiums will total \$11,033. 4,000 copies of a 288-page premium book have been printed.

HEREFORD FIELDMAN LEAVES FOR QUARTER HORSE POST

Frank A. (Sandy) Newsom, since 1957 a member of the field staff of the American Hereford Association, has resigned to join the American Quarter Horse Association at Amarillo, Tex., as a field staffer and public relations worker.

MARSHALL OF "GUNSMOKE" STARTS CHAROLAIS HERD

Jim Arness—Marshall Matt Dillon on TV's "Gunsmoke"—has entered the cattle business. He recently bought 12 Charolais cows; they will start his herd on the ranch he owns near Santa Susanna, Calif.

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Ideal Beef Animal

(Continued from Page 13)

amounts of marbling to make choice grade and will tend to have less external, waste fat than more mature cattle."

A goal to attain, the committee said, are 950-1,050-lb. steers at 16 months of age or 1.4 lbs. of carcass weight per day of age with a minimum of small amounts of finely dispersed marbling. Heifers would be about 100 lbs. lighter.

Rib eye area, the committee said, is not highly correlated with, but it is a usable indicator of carcass composition. Other carcass evaluation procedures: Carcass weight; thickness of fat over rib eye; estimated kidney and pelvic fat; carcass quality grade.

An attainable goal: Quantity yields of boneless closely trimmed retail cuts from the round, loin rib and chuck should exceed 51% of the chilled carcass weight. To achieve this with 950-1,050-lb. steers the carcasses will usually have 12 or more square inches of rib eye, 0.6 inches fat cover at the 12th rib and 3% or less kidney and pelvic fat.

To accomplish these objectives we must identify animals with desirable carcass traits in our breeding stock, the committee said. To create incentive for production of less wasteful cattle, they must be identified at the market place and sell at true worth.

The most rapid improvement will come when carcass value can be recognized in the live animal, and research here should be expanded, the committee stated. Basic research is needed on tenderness and flavor. Accurate estimates of heritability of carcass traits are needed; how are they related among themselves? What genetic relationships exist between carcass traits and others of economic importance?

Dr. Earl Klosterman, also of Ohio State, presented phases of the above report.

OTHER HEADLINE SPEAKERS

were Dr. A. A. Darlow, vice-president and dean of agriculture, Oklahoma State University; D. Howard Doane, McCredie, Mo.; President W. E. Morgan of Colorado State University; President Fred H. Dressler of the American National; Dr. H. H. Stonaker, CSU professor who is president of the American Society of Animal Production.

Conference chairman was Charles Quarre, livestock manager for the Kern County Land Co., Bakersfield, Calif. Heading up the four workshops were George Ellis, Bell Ranch, N. Mex.; Prof. L. E. Kunkle, Ohio State University, Columbus; Robert Beechinor, Bakersfield, Calif., and Prof. Robert Kramer, Michigan State University, East Lansing.

Assisting with the workshops were Dr. E. J. Warwick, USDA beef cattle research, Beltsville, Md.; Dr. Bruce Taylor, University of Arizona, Tucson; Dr. Earl Klosterman, Ohio State University, and Dr. Rex Rehnberg, Colorado State University.

Screwworms Found in Florida; Sterile Flies Again Used

For the first time in two years, screw-worm larvae have been found (on a pig on a farm) in Florida. The release of sterile flies at that time rid the state and the southeastern part of the country of screwworms. (Sterilized male flies mate with native female flies; the resulting eggs do not hatch). Following the recent discovery of larvae in northwestern Florida, distribution of flies sterilized by irradiation was scheduled to begin at once in Holmes County. All interested persons, workers and agencies have been alerted to watch for possible further infestations.

PRI Elect Officers; Act To Broaden Services

Members of the Performance Registry International in the sixth annual convention in Dallas, Texas, June 21-23 adopted carcass standards for PRI certification of beef steers; offered a broader scope of services; approved a contract with DHI Computing Service for recording registrations by IBM methods; raised \$17,500 to take care of operating expenses; revised regulations to permit each breed organization to have two members on the board of directors.

The stockmen named Wayne Eshleman, Brewster, Wash., as president to succeed F. R. Carpenter, Hayden, Colo. Secretary of the group is Dale Lynch, Denver.

Secretary Dudley Campbell of the American National was a speaker at the conference.

Ag Research Advisors Want More Nutrition Data

The USDA's National Agricultural Research Advisory Committee has recommended research to develop new knowledge about human nutrition and how consumers actually use the food they buy. The group sees the need for more information on functions of amino acids, processing, marketing and consumption of food. Also, research to improve methods of estimating production, to improve analysis of supply, demand and price, to determine impact of various government agricultural programs, to develop profitable production adjustments and to appraise foreign market demand and competition.

Beef, Veal & Lamb Imports Up Over 1960 Inshipments

April imports of beef and veal into the United States were 19% larger than in April 1960 because of strong U. S. demand for manufacturing meats, says USDA. Mutton imports were up 59% and lamb 8% but pork imports were 18% lower. Variety meats (not a heavy import factor) were 25% lower than a year ago. For the January-April period beef and veal imports were up 9% over the period in 1960, mutton up 14%, lamb 4%, pork up 26%. Variety meats were down 8%.

ANCA President Dressler Talks to Auction Group

American National President Fred Dressler said at the 1961 Livestock Marketing Congress in Dallas late last month that the omnibus farm bill (which at press-time had suffered pretty much of a collapse) represented the greatest threat to free enterprise in over 150 years. Dressler also stressed the value of all avenues of livestock marketing on an open and competitive basis.

C. F. Augustine of Lamar, Colo., was re-elected president of the National Livestock Dealers Association; William D. Reamy of Fredericksburg, Va., was named first vice-president; Cecil Sellers, Hamlin, Texas, second vice-president; J. C. Peterson, Spencer, Iowa, third vice-president; M. L. Angevine, Geneseo, Ill., secretary-treasurer.

The organization, headquartered at Kansas City, has issued a directory of the 2,327 livestock markets, giving their location and dates of sale.

Barbecue Cookouts Called Help to Meat Producer

The back-yard charcoal broiler has been credited with selling "more meat than you can shake a stick at" by Eloy Erickson, president of the National Livestock Exchange, which represents 20 terminal livestock public markets in the United States. The organization recently held its 73rd annual convention in Milwaukee. In an interview there, Erickson declared that he did not expect liquid diets to be a serious threat to meat consumption because a person drinking a 900-calorie breakfast or lunch appreciates a serving of meat at night.

Higher Taxes Voted to Keep Highway Building Going

The new law for funds and new taxes to keep the 41,000-mile highway program going provides \$150 million annually in higher taxes on trucks and tires and retains the 4-cents-a-gallon tax on gasoline and diesel fuel which brings in \$600 million. Completion date is scheduled for 1972.



MOISTURE LOW—Moisture is much below normal so far this year and I understand this is the condition throughout the entire state. — **Perry Kellogg**, Carson City, Nev.

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Personal Mention

Eugene Wachter of Bismarck, N. Dak., and **Dr. T. O. Brandenburg** of Medford, Ore., were made honorary members of the North Dakota Stockmen's Association when the group held its annual convention in Williston, June 12-14. Wachter, 20 years a director of the association, died last November. Dr. Brandenburg retired in July of 1960 as executive officer of the state livestock sanitary board and state veterinarian for 27 years. . . . The North Dakotans also gave service awards to five brand inspectors during the Williston meeting. The men are **Millard Lund**, chief brand inspector, Bismarck; **John Stinson**; **John Stuss**; **Harold Johnson**; **Arthur Rasch**.

S. R. Smith, director for the past 15 years of the USDA's fruit and vegetable marketing activities, has been named acting administrator of the Agricultural Marketing Service by Secretary Freeman. He succeeds **O. V. Wells**, who retired May 31 to become assistant director-general of the Food and Agriculture Organization of the United Nations in Rome.

Harry B. Coffee, chairman of the board of Omaha's Union Stock Yards Company, was honored at a recent directors' meeting. He received a framed scroll with the inscription a resolution the directors adopted at their annual meeting in February recognizing Coffee's service during his 18 years as president of the company.

J. Byron Wilson of McKinley, Wyo., for the past 45 years secretary of Wyoming Wool Growers Association, has announced he will retire from the post at the end of the year. **Robert Bledsoe**, who has resigned as Weston County agent, has been named the assistant secretary of the wool growers and is expected to succeed Wilson; the office will be moved to Douglas.

Cal Foss, Valley City, N. Dak., has been elected president of the North Dakota Beef Council, succeeding **Leonard Davis**, Killdeer. **Brooks Keogh**, Keene, has succeeded Foss in the vice-presidency. Speakers at the organiza-

tion's semi-annual meeting in Williston last month included **C. W. McMillan**, executive vice-president of the American National Cattlemen's Association, Denver, and **Claude Olson**, Ludlow, S. Dak., president of the National Beef Council.

Philip J. Patterson, managing editor of Western Farm Life magazine in Denver, has been promoted to the position of editor; **E. M. McKin** is the new director of advertising and assistant to the publisher, and **Ray Shavlik** the new business manager and circulation director.

Henry Tiedemann, Arapaho National Forest supervisor headquartered at Golden, Colo., has been transferred to the Denver regional office of the Forest Service where he will be chief of the branch of recreation, in the Division of Recreation and Lands.

Deaths

E. F. Forbes, since 1946 president and general manager of the Western States Meat Packers Association, passed away unexpectedly at his home in San Francisco on June 23. He was a one-time president of the California Cattlemen's Association and from 1929 to 1933 was a member of the executive committee of the American National Cattlemen's Association. In the early 30's he served on the livestock advisory board to the Federal Farm Board and was also a member of the California state board of agriculture. From 1946 on, he has been chairman of the executive committee of the Western Livestock Industry and Meat Council.

James H. Monahan: One of the most prominent cattlemen in the Sandhills area of Nebraska, Mr. Monahan died last month at 87 after a lengthy hospitalization. He was the founder of the cattle company bearing his name and running the Circle Dot brand Herefords. He was the father of Earl Monahan, well known in the American National Cattlemen's Association and the current president of the American Hereford Association.

Carroll Wells: The former USDA news service director in Denver passed away June 28 at his home at age 50 after a prolonged illness. He was a native of Indianola, Iowa, and had been with the USDA 20 years. In 1959 he was honored in Washington for his livestock reporting. He helped develop a special teletype circuit now serving nearly 100 marketing centers in the Rocky Mountain region.

Sam Olson, son of Claude Olson of Ludlow, S. Dak., a well known member of the American National Cattlemen's Association, passed away in late June. He was 26 years old.

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July 20—Missouri Livestock Assn. convention, Columbia.
Oct. 25-27—Florida Cattlemen's Assn., Lakeland.
Nov. 5-7—Idaho Cattlemen's Assn., Pocatello.
Dec. 4-6—Utah Cattlemen's Assn., Salt Lake City.
Dec. 6-7—Oklahoma Cattlemen's Assn., Oklahoma City.
Dec. 7-9—Arizona Cattle Growers, Phoenix.
Dec. 8-9—Joint California Cattlemen and Nevada State Cattle Assn., joint meeting, Reno, Nev.
Jan. 2-6—Arizona National Livestock Show, Phoenix.
Jan. 11-12—Mississippi Cattlemen's Assn., Jackson.
Jan. 12-20—National Western Stock Show, Denver.
Jan. 24-27, 1962—American Natl. Cattlemen's Ass'n. Convention, Tampa, Fla.

FEDERALLY INSP. SLAUGHTER

	(In thousands)			
	Cattle	Calves	Hogs	Sheep
May 1961	1,753	381	5,597	1,358
May 1960	1,607	378	5,483	1,109
5 mos. 1961	7,950	2,027	27,577	6,334
5 mos. 1960	7,594	2,056	29,527	5,564

COLD STORAGE HOLDINGS

	(Thousands of Pounds)			
	May 1961	April 1961	May 1960	5-Yr. Avg.
Frozen Beef	141,626	143,781	138,206	130,172
Cured Beef	11,280	10,179	10,089	11,258
Total Pork	273,259	269,792	386,291	354,836
Frozen Veal	10,736	12,398	7,848	10,317
Lamb & Mutton	24,212	22,044	9,943	10,384

WHOLESALE DRESSED MEATS

	(Chicago)	
	June 29, 1961	June 30, 1960
Beef, Choice	\$35.00 - 39.00	\$41.00 - 45.50
Beef, Good	34.50 - 37.00	39.00 - 42.50
Beef, Std.	33.50 - 36.00	35.00 - 39.00
Veal, Prime	52.00 - 56.00	49.00 - 53.00
Veal, Choice	47.00 - 51.00	45.00 - 49.00
Veal, Good	41.00 - 48.00	40.00 - 47.00
Lamb, Choice	38.00 - 42.00	42.00 - 47.00
Lamb, Good	—	40.00 - 46.00
Pork Loin, 8-12#	47.00 - 49.50	45.50 - 49.00

CHICAGO LIVESTOCK PRICES

	June 26, 1961	June 27, 1960
Steers, Prime	\$21.75 - 24.50	\$27.50 - 29.50
Steers, Choice	21.00 - 24.00	24.50 - 27.50
Steers, Good	20.75 - 22.75	21.75 - 24.50
Steers, Std.	19.50 - 21.25	19.75 - 21.75
Cows, Comm.	15.00 - 17.50	15.00 - 17.00
Vealers, Gd.-Ch.	—	24.00 - 29.00
Vealers, Std.	—	18.00 - 24.00
F. & S. Strs., Gd.-Ch.	20.00 - 28.00	22.50 - 29.50
F. & S. Strs., Cm.-Md.	18.00 - 23.00*	19.50 - 24.50
Hogs (180-240#)	17.25 - 18.25	17.50 - 18.00
Lambs, Gd.-Ch.	18.00 - 20.25	19.00 - 21.50
Ewes, Gd.-Ch.	4.25 - 5.00	5.00 - 6.00

(* Med. only)

1961 YEARBOOK

The 1961 Yearbook of Agriculture is called "Seeds" and in its 75 illustrated chapters 128 experts explain in clear language the importance, life processes, production, processing, certification, testing and marketing of seeds. There is in the book much practical information for farmers, gardeners, seedsmen, students and others on many varieties of seeds and crops. Obtainable at \$2 a copy from the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

2% More Pigs in 1961 Foreseen By Crop Board

The Crop Reporting Board says in its June 21 pig crop report that 6,017,000 sows will probably farrow, June through November of this year. If the intentions materialize, farrowings this fall will be 2% above 1960 and 11% above the 1950-59 average. Average number of pigs per litter and some allowance for uptrend should bring a total fall pig crop of above 42,500,000 head—3% above 1960 and 14% over the 10-year average. Combined pig crop for the year is now estimated at about 92,956,000 head—5% above last year, 1% above average. The spring pig crop totaled 50,456,000—7% over that of 1960, and pigs per litter set a record, averaged 7.18 (against 6.96 a year ago.)

Supreme Court Turns Down Packers in Decree Case

The Supreme Court rejected for the third time modification of the 1920 packers' consent decree in which Swift & Co., Armour & Co. and Cudahy Packing Co., among others, agreed not to operate retail stores or handle fresh milk or cream and certain non-food products. The case began in 1956, when the packers asked the federal district court to modify the decree so they could enter the retailing field. The lower court refused the request, saying the packers control almost half the nation's meat supply and, as retailers, would hold an advantage over competitors. The Supreme Court affirmed this opinion.

\$91 A Year for Meat Spent by Average Person

The average person in the United States spends about \$91 a year for meat—about 4.6% of income, which buys 85.8 lbs. of beef, 64.6 lbs. of pork, 6.3 lbs. of veal and 4.6 of lamb and mutton. A specialist in food marketing information with the Extension Service at New Mexico State University, Ruth Sneed, also estimates beef consumption will reach a record high of about 90 lbs. this year. The pay for an hour's work in a factory today buys more than 2 lbs. of round steak, compared in 1.8 lbs. in 1939 and 1.2 lbs. in 1929.

Wyoming's Beef Council Collections Double in Year

A report at Sheridan, Wyo., by Frank E. Long, president of the state's beef council, shows that collections from ranchers to the council have doubled in the past year. In the 1960-61 fiscal year more than \$4,000 was collected.

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FOR BEST New Mexico Cattle and Sheep Ranches write PRAGER MILLER, Ranch Specialist, 204 So. Kentucky, Roswell, New Mexico.

1,280 ACRE RANCH with adequate water, corral, buildings, etc., for 300 stock cows. Also 500 ton hay. \$50.00 per acre. Terms available. 1,280 adjoining acres available. Goebel Brothers, Lehr, No. Dak.

400-cow ranch, good fences and buildings, nice home, mild winters, abundant rainfall, Prairie Black Belt. Howell Real Estate Agency, West Point, Mississippi.

Choice Cattle Feeder Ranch

240 acres, 3 wells, 7,800 sq. ft. shed space, 32x60 barn, beautiful modern home, well equipped and furnished, beautifully landscaped, fenced, full line good machinery and tools, incl. 5 trucks, 3 tractors, 7 ton bulk feed tank, 4 (1,000 bu.) corn cribs, established corn and hay market, 50 miles to west Fargo market on hard surface road. Tel. 337. Swenson & Labatte Realty, Hawley, Minn. Tele. 337.

6,200 Acre Stock Ranch. 3,200 deeded, 3,000 leased, 450 acres high producing hay land, plenty water, full line machinery, 2 houses, 5 barns. \$160,000. Terms. 300 head Herefords may be purchased with place. Capacity 600 head. C. A. Clure, Colville, Wash. Ph. Northport RE 2-4353.

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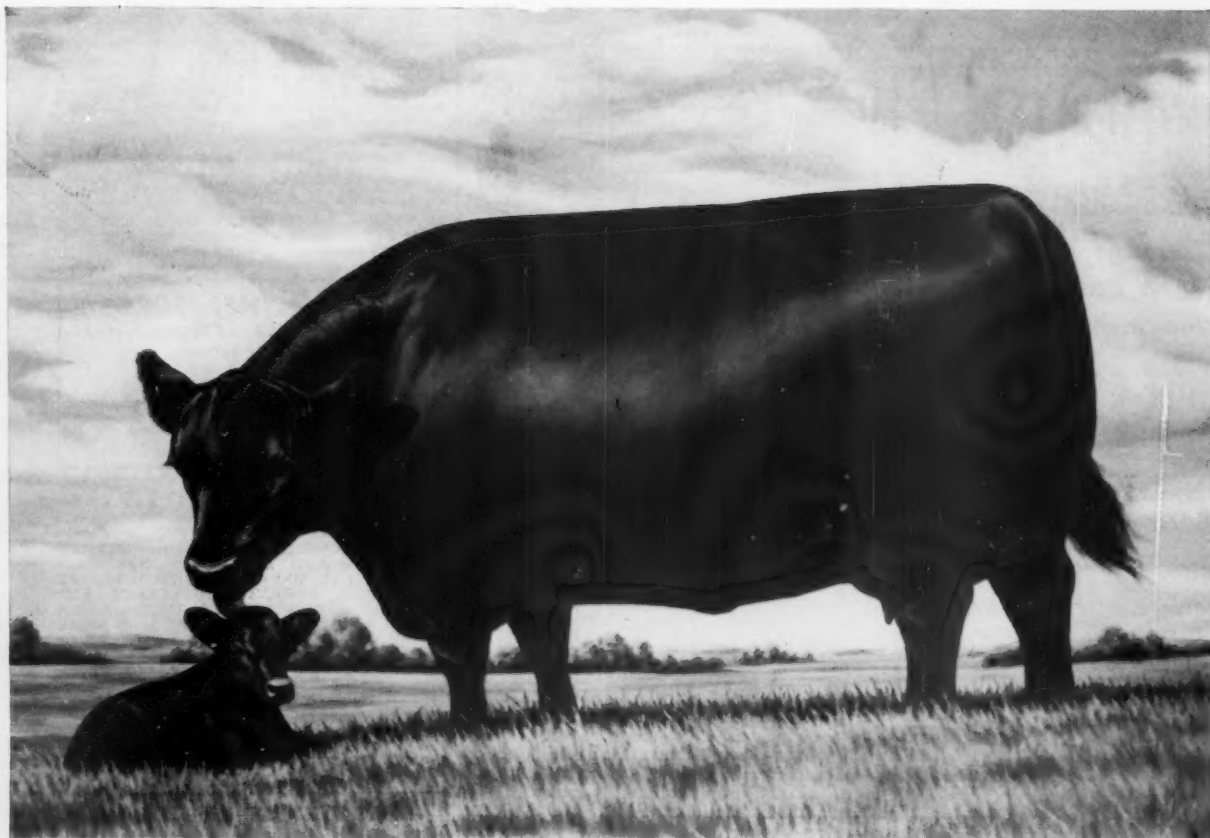
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